

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Foreign Language Survey Instructions](#)

Model Instance Name:
SSA Mobile Wage Reporting

MID: oYYdlt48ctdtx8cgFh0Q4Q==

Partitioned (Y/N)? N

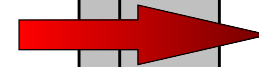
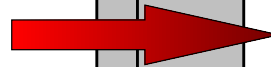
NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 5/30/2012



Element rotation scheme has been added

SSA Mobile Wage Reporting						
Model questions utilize the ACSI methodology to determine scores and impacts						
ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS		
MQ Label		MQ Label		MQ Label		
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Use Again (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this mobile app.	Satisfaction - Overall	What is your overall satisfaction with this mobile app? (1=Very Dissatisfied, 10=Very Satisfied)	Use Mobile App Again		How likely are you to use this mobile app again ?
Look and Feel - Readability	Please rate the readability of the views in this mobile app.	Satisfaction - Expectations	How well does this mobile app meet your expectations ?	Mobile App Channel Performance		Use over other channels (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction - Ideal	How does this app compare to your idea of an ideal mobile app ? (1=Not Very Close, 10=Very Close)			How likely are you to use a mobile app to conduct business with SSA instead of using other channels such as the telephone, or going in person?
Navigation - Organized	Please rate how well this mobile app is organized .					
Navigation - Options	Please rate the options available for navigating this mobile app.					
	App Performance (1=Poor, 10=Excellent, Don't Know)					
App Performance - Loading	Please rate how quickly views load in this mobile app.					
App Performance - Errors	Please rate the ability to load views without getting error messages in this mobile app.					



Wage Reporting
 8c1atx8cg+nu4q==
 3/1/2008

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

SSA Mobile Wage Reporting CUSTOM QUESTION LIST

Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	What best describes your role?	I receive my own benefits I am the representative payee for my spouse or child I am the representative payee for someone else Other		Radio button, one-up vertical	Single	Y		Role
	Is this your first time using this app?	Yes No	A	Radio button, one-up vertical	Single		Skip logic	Use app
A	Are you planning on using this app to report your wages again?	Yes		Radio button, one-up vertical	Single			Use again
		No	AA				skip logic	
AA	Please explain why you are not planning to use this app to report your wages again.			Text area, no char limit		N	skip logic	OE_Why Not Again
	How would you rate your experience reporting your wages using this	Excellent Good Fair Poor Don't know, have not used other methods to report wages		Radio button, one-up vertical	Single	Y		Experience
	How satisfied were you with the length of time it took to report your	Satisfied Unsatisfied	A	Radio button, one-up vertical	Single	Y	Skip logic	inion of Length of ti
A	How long did it take you to use this app?	under 5 minutes About 5 minutes Other		Radio button, one-up vertical	Single	Y	Skip Logic	satisfied length of ti
	How helpful was the instruction package you received?	Very helpful Helpful Not helpful I did not receive an instruction package.		Radio button, one-up vertical	single	y		Packet
	Please provide any suggestions you may have to improve this mobile site.			Text area, no char limit	Single	N		OE_Improvement

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SSA Mobile Wage Reporting CUSTOM QUESTION LIST

Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label Role
	What best describes your role in visiting this mobile wage reporting application?	I receive <u>my own</u> benefits		Radio button, one-up vertical	Single	Y		
		I act on behalf of the SSI beneficiary						
		I report on behalf of someone else and am not a representative payee						
		I am a parent or spouse of an SSI beneficiary						
		I am the representative payee for my spouse or child						
		I am the representative payee for someone else						
		Other						
	Are you planning on using this app to report your wages again?	Yes-		Radio button, two-up vertical	single	Y	OPS Group	Use Again
		No	A					
A	Please explain why you are not planning to use this app to report your wages again:			Text area, no char limit		N		OE_Not Again
	Is this your first time using this app?	Yes	A	Radio button, one-up vertical	Single		Skip logic	Use app
		No						
A	Are you planning on using this app to report your wages again?	Yes		Radio button, one-up vertical	Single			Use again
		No	AA				skip logic	
AA	Please explain why you are not planning to use this app to report your wages again.			Text area, no char limit		N	skip logic	OE_Why Not Again
	How would you rate your experience reporting your wages using this app as compared to other avenues of reporting your wages?	1 = Poor		Radio button, scale, has don't know	Single	Y		Experience Reporting
		2						
		3						
		4						
		5						
		6						
		7						
		8						
		9						
		10 = Excellent						
		Don't know, have not used other methods to report wages						
	How would you rate your experience reporting your wages using this	Excellent		Radio button, one-up vertical	Single	Y		Experience
		Good						
		Fair						
		Poor						
		Don't know, have not used other methods to report wages						
	How satisfied were you with the length of time it took to report your	Satisfied		Radio button, one-up vertical	Single	Y	Skip logic	union of Length of ti
		Unsatisfied	A					
A	How long did it take you to use this app?	under 5 minutes		Radio button, one-up vertical	Single	Y	Skip Logic	satisfied length of ti
		About 5 minutes						
		Other						
	How helpful was the instruction package you received?	Very helpful		Radio button, one-up vertical	single	y		Packet
		Helpful						
		Not helpful						
		I did not receive an instruction package.						
	What is your level of comfort of conducting business with the government using a mobile app?	1 = Uncomfortable		Radio button, scale, no don't know	Single	Y		Level of Comfort
		2						
		3						
		4						
		5						
		6						
		7						
		8						
		9						
		10 = Very comfortable						
	How long did it take you to use this app?	Less than a minute		Radio button, one-up vertical	Single	Y		Length of Time
		About a minute						
		Over a minute						
		5 minutes or more						
	Please provide any suggestions you may have to improve this mobile site.			Text area, no char limit	Single	N		OE_Improvement

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

SSA Mobile Wage Reporting CUSTOM QUESTION LIST

Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	What best describes your role in visiting this mobile wage reporting application?	I receive benefits I act on behalf of the SSI beneficiary I report on behalf of someone else and am not a representative payee I am a parent or spouse of an SSI beneficiary Other		Radio button, one-up vertical	Single	Y		Role
	Are you planning on using this app to report your wages again?	Yes		Radio button, two-up vertical	single	Y	OPS Group	Use Again
		No	A					
A	Please explain why you are not planning to use this app to report your wages again:			Text area, no char limit		N		OE_Not Again
	How would you rate your experience reporting your wages using this app as compared to other avenues of reporting your wages?	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know, have not used other methods to report wages		Radio button, scale, has don't know	Single	Y		Experience Reporting
	Which statement best describes your opinion about the access code?	The access code provides added security The access code provides little to no benefit. I have no opinion about the access code.		Radio button, one-up vertical	Single	Y		Opinion
	What is your level of comfort of conducting business with the government using a mobile app?	1 = Uncomfortable 2 3 4 5 6 7 8 9 10 = Very comfortable		Radio button, scale, no don't know	Single	Y		Level of Comfort
	How long did it take you to use this app?	Less than a minute About a minute Over a minute 5 minutes or more		Radio button, one-up vertical	Single	Y		Length of Time
	Please provide any suggestions you may have to improve this mobile site.			Text area, no char limit	Single	N		OE_Improvement

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
Not sure									
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



Special Instructions

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup **red & strike through**: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + ->: REWORDING

CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with retailer.com compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure I didn't purchase anything from retailer.com last year		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with retailer.com this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on retailer.com today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer.com 's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access retailer.com 's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Please use the following guidelines:
- DO NOT MODIFY THE WORDING OF THE ANSWER CHOICES
- DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES
- DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization
- DO NOT change the CQ LABELS
- You may change your company name in the question which is highlighted in BLUE

Festive Season 2011 Custom Question Setup
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

red & strike through: DELETE
 underlined & bold: RE-ORDER
 blue: ADDITION
 blue + -> REWORDING

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with retailer.co.uk compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> Availability of merchandise Being offered incentives/ circumstances this year Other (please specify) 		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> Products were not appealing (e.g. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify) 		Checkboxes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.co.uk today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on retailer.co.uk today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer's name (here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above 		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above 		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
								Exclusive Answer Choice	Anchor Answer Choice	

#REF!
 SSA Mobile Wage Reporting
 MID: oYYdt48ctdx8cgFh0Q4Q==
 Date: 3/1/2008

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

SSA Mobile Wage Reporting CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		What country do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin		Drop down, select one	Single	Y		COUNTRY

#REF!

SSA Mobile Wage Reporting
MID: oYYdlt48ctdtx8cgFh0Q4Q==

Date: 3/1/2008

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SSA Mobile Wage Reporting CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What region do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING



CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		Which of the following phrases would you use to describe your experience with this website? (Select all that apply)	Provides enjoyment	A	Checkbox, one-up vertical	Multi	No	Skip Logic Group Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Provides a social outlet for me						
		Please provide any other phrases you would use to describe your experience with this website.	Other, please specify		Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
	A							Anchor Answer Choice	
		In the following section, please consider the personal meaning of with this brand's website.				Single	N		CME - Meaning
		In the space below, please describe the MEANING of this information you get, or the experience you have, with this website.			Text area, no char limit	Single	N		CME - Use
		In the space below, please describe the most MEMORABLE MOMENT you have had with this website.			Text area, no char limit	Single	N		CME - Memorable

Please use the following guidelines:
 - DO NOT MODIFY THE WORDING of the ANSWER CHOICES
 - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES
 - DO NOT change the CQ LABELS

deneen.davis:
 DO NOT USE. THESE QUESTIONS WERE FROM PHASE I

Social Media

Please use the following guidelines:

- DO NOT MODIFY THE WORDING of the ANSWER CHOICES IN GREEN
- DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN
- DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization
- DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK without speaking with a DOT person
- DO NOT change the CQ LABELS

FOR MORE INFO ON RULES: [https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx](https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

QUESTION LIST						
Questions (characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Find on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
UPDATES (4/16): - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter)						
TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
Rank 2 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
Rank 3 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				N	SV - Other Social Network	
	If you heard about this website from a social network, please select which social network it was.	Delicious Digg Facebook Google+ Groupm LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group	SV - Other Social Network

Model Instance Name:

Fill-in Measure Name

MID: 0

Date: 11/1/2011

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pink: ADDITION

blue + -->: REWORDING



Fill-in Measure Name CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How likely are you to discourage others from business with this company?	Single	Y		WordofMouthIndex

Please use the following guidelines:
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME
 - DO NOT change the CQ LABELS

Contact Gail Applin and Drew Bennett when adding this question to your clients survey. The following information is needed:
 Client Name
 Measure Name
 MID
 Question Live Date

10 = Very Likely

PUBLIC SECTOR OPTIONS

		How likely are you to discourage others from doing business with this agency/association/organization?	Radio button, scale, no don't know	Single	Y	WordofMouthIndex
		How likely are you to discourage others from interacting with this association/agency/organization?	Radio button, scale, no don't know	Single	Y	WordofMouthIndex

1 = Very Unlikely

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 = Very Likely

1 = Very Unlikely

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 = Very Likely

Base Element Order	Version 2	Version 3	Version 4
Look and Feel	App Performance	Navigation	Look and Feel
Navigation	Navigation	Look and Feel	App Performance
App Performance	Look and Feel	App Performance	Navigation